<u>**IN THE CLAIMS**</u>

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-20.   (Canceled)

21.   (Currently Amended) A method of displaying content recommendations to a user, the method comprising:

monitoring, by a client device of a user, content viewed on a content viewing device by a user;

generating a profile, at the client device of the user, based on ~~viewed~~ content viewed on the content viewing device by the user;

processing, at the client device of the user, incoming content to the content viewing device to identify content available for recommendation;

comparing, at the client device of the user, the available content to the profile generated based on the content viewed on the content viewing device by the user;

rating, at the client device of the user, available content based on the comparison of the available content to the profile generated based on the content viewed on the content viewing device by the user;

determining, by a content recommendation engine at the client device of the user, a content recommendation based on the rating of the available content;

detecting when a system state change representing a user-initiated content viewing selection change on the content viewing device is imminent;

providing, from the client device of the user to the content viewing device of the user, prior to implementing the system state change representing a user-initiated content viewing selection change, a perceptible indicator of a content recommendation on the content viewing device of the user prompting the user with a selection for deciding whether to view the content recommendation;

switching to the content recommendation without implementing the system state change representing a user-initiated content viewing selection change when the user selects to view the content recommendation; and

implementing the system state change representing a user-initiated content viewing selection change when the user selects to not view the content recommendation.

22.   (Previously Presented)   The method of claim 21, wherein the content recommendation is provided using one or more of a rating engine, recommendation engine and profile engine.

23.   (Previously Presented)   The method of claim 21, wherein the providing the content recommendation comprises:

generating at least one recommendation of local or remote content.

24-25. (Canceled)

26. (Currently Amended) The method of claim 21, wherein the change in system state <u>representing a user-initiated content viewing selection change</u> comprises activation of a client device.

27. (Currently Amended) The method of claim 21, wherein the change in system state <u>representing a user-initiated content viewing selection change</u> comprises activation of a television viewing system or set top box associated with the user.

28. (Currently Amended) The method of claim 21, wherein the change in system state <u>representing a user-initiated content viewing selection change</u> comprises a channel change event.

29. (Previously Presented) The method of claim 21, wherein the user selects by using a user-operated remote control device.

30.   (Currently Amended) A system for displaying content recommendations to a viewer, the system comprising:

means for monitoring, by a client device of a user, content viewed on a content viewing device by a user;

means for generating a profile, at the client device of the user, based on ~~viewed~~ content viewed on the content viewing device by the user;

means for processing, at the client device of the user, incoming content to the content viewing device to identify content available for recommendation;

means for comparing, at the client device of the user, the available content to the profile generated based on the content viewed on the content viewing device by the user;

means for rating, at the client device of the user, available content based on the comparison of the available content to the profile generated based on the content viewed on the content viewing device by the user;

means for determining, at the client device of the user, a content recommendation based on the rating of the available content;

means for detecting when a system state change representing a user-initiated content viewing selection change ~~on the content viewing device~~ is imminent;

31.   (Canceled)

32.   (Currently Amended) The system of claim 30, wherein the change in system state representing a user-initiated content viewing selection change comprises activation of a client device.

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33.   (Currently Amended) The system of claim 30, wherein the change in system state representing a user-initiated content viewing selection change comprises activation of a television viewing system or set top box associated with the user.

34.   (Currently Amended) The system of claim 30, wherein the change in system state representing a user-initiated content viewing selection change comprises a channel change event.

35.   (Previously Presented)   The system of claim 34, wherein the change channel event is associated with the user selecting a new channel.

36.   (Canceled)

37.   (Previously Presented)   The system of claim 30, wherein the content recommendation comprises at least one recommendation of local or remote content.